



Radio Branch, Manitoba Telephone System

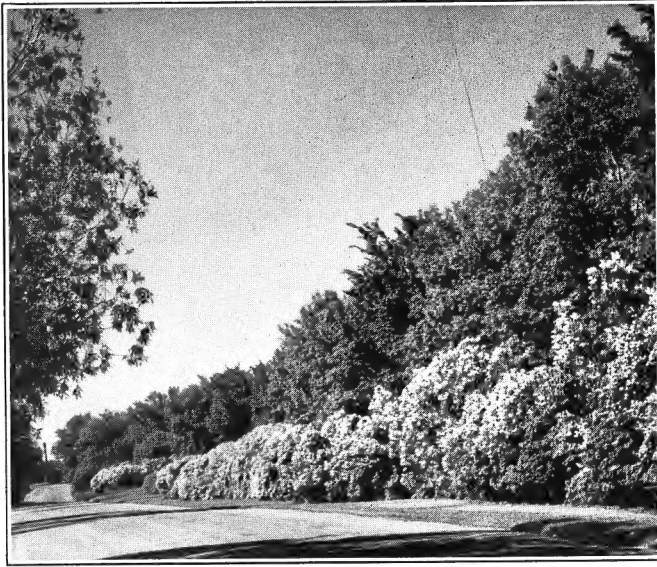
Vol. V., No. 5

May, 1941



Lilac Time Will Soon Be Here

Next month will be lilac time in Manitoba. Then lilac grows in mauve and white profusion along the boulevards. Great masses of the flower form scenic backgrounds in Winnipeg's spacious parks, and adorn the gardens of the residential districts.



*"Not Kew for us in lilac time,
In lilac time, in lilac time;
For Winnipeg in lilac time
Is very far from London.
But we have lilac white and blue
In plenty on the avenue;
We've lots of flaming tulips, too,
Though we be far from London.
Here chatt'ring chipmunks climb the trees—
We've orioles and chickadees,
And wrens and larks—though all of these
Are very far from London!"*

With apologies to Alfred Noyes
—D.R.P.C.



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May, 1941.
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Our Tourist Visitors

Since May of last year the Radio Branch of the Manitoba Telephone System has been conducting a campaign to encourage tourist movement towards this Province. This work is being carried on for several reasons, of which one—we might as well be frank—is that tourist business is profitable to Manitoba as a whole and, therefore, indirectly to us all.

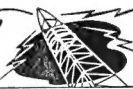
It is not without significance that a desire to assist Canada's war effort by the painless method of spending a vacation here is prompting many of our friends in the United States to cross the border this season. Thus, a lady in Glencoe, Illinois, has written "*Wishing to aid Canada's defence, we will motor through your country. . . .*"

Needless to say, this further evidence of neighborly goodwill is deeply appreciated and now, more than ever, because of the struggle in which we are engaged, we are conscious of the very practical help that tourists bring us. It will be reflected in the extraordinary warmth of the welcome which our visitors will receive throughout the Dominion, a warmth inspired not merely by mercenary motives but by gratitude for co-operation in our common cause.

Yes, the tourist business will help Canada's small population pay its share of the enormous cost of defending democracy. More than that, however, the presence of large numbers of American visitors among us this summer will have a sentimental value transcending all other considerations in building on the foundations of friendship already well established.



"Manitoba Calling"



Popular Group on CKX



Fresh as a breeze from the Pacific comes a program presented by CKX on Tuesdays at 6.45 p.m. and entitled "Island Idylls". Announced by Frank Storey (left), the players are:—George Harris, bass; Winnifred Brown, electric guitar; Horace Young, rhythm guitar; Humphrey Davies, ukelele; and Albert Johnston (right), melody guitar.

CKX ORGANIST

Long a prominent Manitoba musician and 25 years an organist in Brandon, H. W. Thornborough has delighted innumerable CKX listeners with his broadcast recitals. Son of the eminent Professor A. F. Thornborough, he commenced his musical career as a boy chorister in Liverpool Cathedral. Our picture shows Mr. Thornborough at the organ in St. Paul's United Church. The announcer at the microphone is Frank Storey.



H. W. Thornborough

SUMMER SHOW

Featuring Russ Gerow's 19-piece orchestra and the Campbell Sisters, the International Silver Company's "Summer Show" made a fine beginning of a new series which is now to be heard from CKY and CKX at 4.00 p.m. on Sundays.



WEDDING BELLS

A popular member of CKY's office staff, Miss Margaret Davis, left recently to be married. On her departure she was presented with a travelling bag by her fellow-workers at CKY. On April 12th Miss Davis became the bride of Paymaster Sub-Lieutenant Robert Trevor Morgan, R.C.N.V.R., in St. Matthew's church, Halifax, N.S.

**POND'S CREAM PRESENTS
"JOHN AND JUDY"**

When a young fellow decides that his best friend—who happens to be also the doctor who has recently saved his life—is in love and doesn't know it, is he or is he not playing with fire when he decides to wake his friend up by pretending to make love to the young lady in question himself. Especially if the young lady, otherwise unattached, is equally sure that the attractive doctor is in love with the first young fellow's sister, and her own best friend. That begins to make it sound a bit complicated, but it all works out very happily in the popular radio serial, "John and Judy," now heard every Tuesday evening at 7 o'clock over CKY, via national network of the CBC. Since its commencement last fall, this homespun story of life in the typical Canadian small town of Hillside, sponsored by Pond's, has won thousands of loyal followers from coast-to-coast. The exact location of Hillside has not been revealed, although astute amateur detectives who have followed the plot carefully, claim to have narrowed it down to somewhere in Southern Ontario between Toronto and Montreal. But that's only a wild guess. Hillside could be any town, anywhere in Canada, and the Kendalls and their friends and neighbors could easily be the people right next door. Possibly that's why "John and Judy" has won—and is still winning—so many enthusiastic friends across Canada.

"I have received your stickers and like them very much. If I could have some extra ones for friends of mine I would be very happy. I am planning a vacation in Canada this summer and hope to stop and visit your station on the way . . ."—Chicago, Ill.

★ ★ ★

FREQUENCY CHANGE—"Now that CKY has changed its location on the dial, we are having no trouble whatsoever. The programs are coming in fine. . . ."—Killarney, Man.

**"MIRANDA" OF "DR. SUSAN"
"CARRIE" OF "JOHN AND JUDY"**



Grace Webster

"Oh, John, you stop that now!" in the shrill, unforgettable character voice, announces Carrie the comic housekeeper on Pond's "John and Judy." "Carrie" is portrayed by Miss Grace Webster who has been a character actress on the legitimate stage and on radio for many years.

Miss Webster was in Winnipeg with the Holden Players, and for several seasons played at Hart House in Toronto. Recently she appeared in CBC productions with Raymond Massey and Walter Huston.

At present she plays "Miranda" in "The Story of Dr. Susan", and as "Carrie" in "John and Judy" she is the inquisitive but well-intentioned and big hearted busy-body who "house-keeps" for the Kendalls.



"Manitoba Calling"



Tourists' Rest Room at Emerson



Manitoba Welcomes Visitors

No War-Time Restrictions

are imposed on visitors. You do not require a passport to enter or leave, if you are a citizen of the United States. There is no red tape at the border. Permission to enter is easily obtained and entitles you to travel in Manitoba or any other part of Canada, by any means you choose, for a period of time up to six months.

You May Bring in

for personal use, free of duty or deposit, your automobile, personal effects, cameras, golf clubs, fishing tackle, portable boats, canoes, outboard motors, tents, camp equipment, guns and rifles (but not revolvers and pistols) and various other articles. You may bring in, also, United States, Canadian or foreign currency or exchange and may take out, without permit or license, any amount not exceeding the amount which you brought in.

You May Take Out

all the above items, and in addition, any goods purchased in Canada for personal or household use or as souvenirs. There is no limit on the amount of such goods representing legitimate tourist purchases which you may take out of Canada, and under United States tariff regulations you may take into the United States, duty free, goods of the above description to a value up to \$100, provided you have been in Canada at least forty-eight hours.

U.S. Currency

may be used anywhere in Canada to buy goods, pay hotel bills, etc., or to buy Canadian currency. In each case you are entitled to receive the official exchange premium, which is uniform throughout the country. The amount of this premium may be ascertained from any Canadian bank. Your dollar buys more in Canada.



"Manitoba Calling"



A Holiday In Manitoba

By Terry Cavanagh.



Northern
flight
of geese
pause at
Grant's
Lake,
near
Rosser, Man.

It casts an interesting sidelight on what that intriguing word Manitoba conjures up in the minds of outsiders to recall the experience of a Winnipeg girl who some years ago registered at an American university. On learning that the newcomer lived in Manitoba one bright young 'co-ed' gushingly remarked that she had seen an Eskimo once. Such an impression is, of course, scarcely representative, but at the same time non-residents have found it hard to realize that a province which, historically speaking, has but recently left the pioneer stage may have in so short a time raised itself to the front rank of progressive civilization. That is a great achievement and like all great feats it is difficult to credit without visual evidence. Manitoba is proud of her close communion with nature but she is yet sensitive to the edicts of culture and comfort and has provided accordingly.

But there are times when each of us,

visitor or native, feels the urge to sacrifice civilized comfort for a while, perhaps because ease is all the more enjoyable after a period of early morning hunting or camping out. There are few thrills in our generally prosaic modern lives to equal those moments of crouching in the reeds in the chill grey of dawn, the strained patience of the dogs, and the whirring rise of a covey—the sound that brings to mind as we pull the trigger succulent roast partridge or grouse cooked over a camp fire a few hours later. Hunt where you will, if sport is your object, Manitoba, from duck hunting at Rock Lake to white whale fishing in Hudson Bay, will leave you with more pleasant memories and proud trophies than are to be found anywhere within such convenient reach of civilization, and, to revert to the practical, so close to competent medical aid in case of an accident.

Yet this province of ours thinks too



"Manitoba Calling"



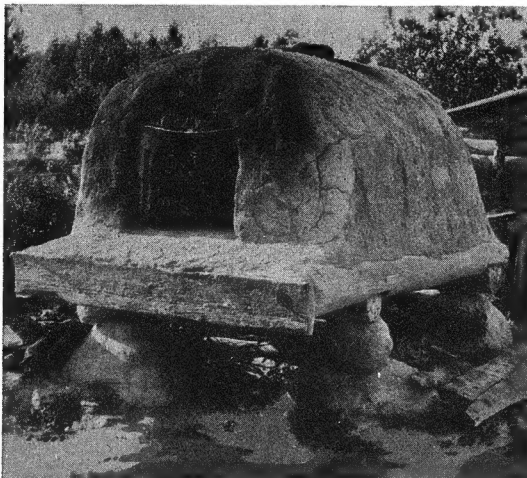
highly of her wild life, her Mallard and Elk, and Canada Goose, to sacrifice them all to the huntsman's gun. For we bear a love and a hospitality to the wilder creatures of our green abode who, after all, live here by right as much as we. Open seasons and bag limits, while ample for full enjoyment, are strictly enforced and, all in all, Manitoba's attitude towards wild life and the hunter is as broad-minded and sane as all her other sentiments—as clear as common sense can conceive.

Common sense! It would not be out of place to say that Manitoba is common sense at home. She was built in a sound practical fashion on sturdy common-sense principles. We are not unduly given to the more elaborate things of life; perhaps it is because we are still close enough to those plain pioneer fathers of ours who carved out the rough-hewn pedestal of the statue to be ourselves plain and stolid. It is not surprising that we are a logical people for we are the children of prudent races. Those Scottish crofters of Lord Selkirk's lands who first made England conscious of our riches; the Englishman himself who came here to share in the vastness of his Empire; the Irishman in his verdant Killarney country; the Scandinavians who fish and farm at Gimli as they did at home; those Valiant "Viking Hearts"; and lastly those who

owe most to Manitoba's plenty, the immigrants of Central Europe, regardless of petty nationality, who came in time to escape being slaves of oppression and became citizens of a world that is free to all save those who seek to harm it.

It might be said that all this has nothing to do with vacations and the enjoyment a tourist may derive from his visit, but I say it has a great effect on his pleasure. It is impossible to enjoy oneself having walked into the home of an unhappy family, and so it is with the Province of Manitoba. A contented host is best able to entertain his guests and furthermore a visitor's attitude is much affected by what he is able to see of prevailing conditions. If these conditions are such as cheer him and remind him of home we may rest assured he will come again. In addition to this, the impression the tourist carries back with him is bound to have a very great effect on what he tells his friends and consequently on their interest in paying us a visit.

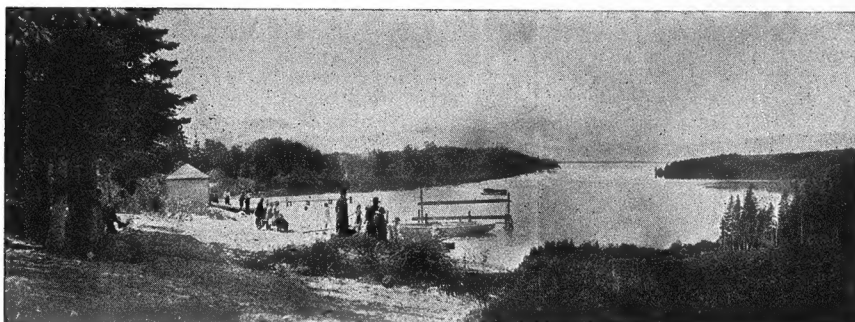
However, when our guest has derived his moral joy from Manitoba's example to the world, he has seen but a part of the enjoyment a fun-loving population can provide. Almost regardless of where his fancy turns or what his favorite pastime may chance to be, he may indulge in it here for the utmost it is worth. Certainly there is ample room



A Bit of Old Europe in Manitoba

An Out-Door Bake Oven

Many interesting signs of European settlement are to be seen in Manitoba. Here we find churches, houses, fences, of designs unfamiliar to most people who have come from eastern Canada or Great Britain. The roadside bake ovens still remind us of older, simpler ways of living.

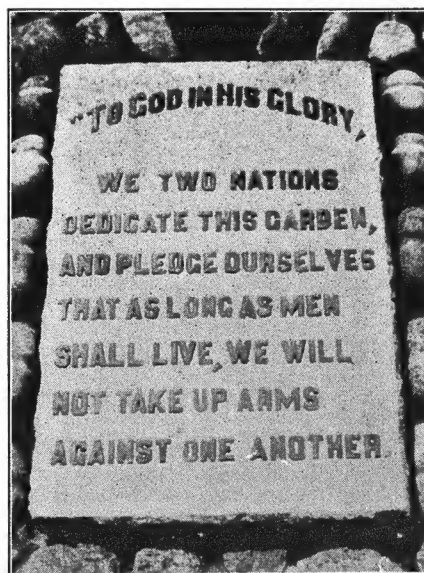


Clear Lake, Riding Mountain National Park

for sport in a territory blessed with three square miles for every one of its people. Clear Lake in Riding Mountain National Park is typical of Manitoba at play for there are golf, tennis, and aquatic sports in the best suited of surroundings, not to mention over eleven hundred square miles in which to hike and camp and climb. Manitoba's healthful if remarkable climate provides for every type of sport whether it be the sociable calm of the excursion boat on the picturesque trip to Norway House or the vital thrill of a ski run at Miami or La Riviere and, again to become practical, we must not neglect to mention the five thousand miles of fast railway lines which, together with bus and air lines as well as adequate highways for private automobiles, all go to make travel in Manitoba something to remember.

Lastly, for the thing I have left until last because I believe it to be the finest monument to the province, the purest simplest symbol of its spirit that could be conceived—Manitoba's part of the International Peace Gardens. Like the province itself this Garden is Nature and Man, not in conflict or triumph over each other, but in perfect harmony. Obviously such a project must be the result of close co-operation between the two countries, but of the part played by the United States we can only say here that theirs was an act after our own hearts. Imagine, if you can, twenty-two hundred acres of precious land being set aside by two European nations; for instance, Germany and Russia, solely for the sake of the beauty of an ideal. The thing is incompatible in

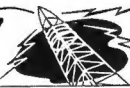
those lands of small-minded men who rush to war not for thirteen hundred acres, Manitoba's share of the Peace Gardens, but upon the slightest pretext. Why can it be done here and not there? We, in the few years of our existence, have learned a lesson yet unseen by the ancient races of what seems another world—that the human race comes not on earth for selfish gains but for deeds designed to make all the world a Garden of Peace and to fulfil the spirit of these words:



May our peoples come and go always in a traffic that is not merely a tourist trade but a bond of friendship.



"Manitoba Calling"



AN OUTLINE OF CKY's PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings.

ALL TIMES CENTRAL STANDARD.

SUNDAY

- 9.00—Quiz for the Forces—CBC.
- 9.45—Neighborly News—CBC.
- 10.00—BBC News—CBC.
- 11.00—Church Service.
- 12.25—The News.
- 12.30—Religious Period—CBC.
- 1.00—British Bands—Burns & Co. Ltd.
- 1.30—New York Philharmonic Symphony Orchestra—CBC.
- 2.30—Church of the Air—CBC.
- 4.00—Summer Silver Theatre—CBC—International Silver Co.
- 4.45—BBC News—CBC.
- 5.00—Jack Benny—CBC—Jello.
- 5.30—Week-end Review—CBC.
- 5.45—CBC News—CBC.
- 6.30—Carry On, Canada—CBC.
- 7.00—"We Have Been There"—CBC.
- 7.30—American Album of Familiar Music—CBC—Bayer Aspirin.
- 8.00—Drama—CBC.
- 9.00—CBC News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.30—What Did They Think?—CBC.
- 11.30—BBC News Reel—CBC.

MONDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 8.30—Woman in White—CBC—Oxydol.
- 8.45—The Right to Happiness—CBC—Crisco.
- 9.15—The Fishermen—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Story of Dr. Susan—CBC—Lux.
- 10.00—BBC News—CBC.
- 10.15—Neighbor John—Canada Starch.
- 10.30—Peggy's Point of View.
- 11.00—The Happy Gang—CBC—Colgate-Palmolive.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Story of Mary Marlin—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—The News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory Bar.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—The Guiding Light—CBC—Camay.
- 1.45—Pepper Young's Family—CBC—P. & G. Soap.
- 3.30—Our Family—Dominion War Savings.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.
- 5.00—Orphan Annie—Quaker Oats Co.
- 5.35—Steve the Painter—Stephens Co.
- 5.45—The News.
- 6.00—Amos 'N' Andy—Campbell Soup.

- 6.15—Light Up and Listen Club—Imp. Tobac.
- 6.30—Betty Beehive—Bee Hive.
- 6.45—Easy Aces—Anacin Co.
- 7.00—Lux Radio Theatre—CBC—Lux.
- 8.00—Carnation Contented Program—CBC—Carnation Milk Co.
- 8.30—With the Troops in England—CBC.
- 9.00—CBC News—CBC.
- 10.00—Songs of Empire—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.
- 11.30—BBC News Reel—CBC.

TUESDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 8.30—Woman in White—CBC—Oxydol.
- 8.45—The Right to Happiness—CBC—Crisco.
- 9.15—Voice of Memory—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Story of Dr. Susan—CBC—Lux.
- 10.00—BBC News—CBC.
- 10.15—Neighbor John—Canada Starch.
- 10.30—Peggy's Point of View.
- 10.45—Voice of Inspiration—Young Church.
- 11.00—The Happy Gang—CBC—Colgate-Palmolive.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Story of Mary Marlin—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—The News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory Bar.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—The Guiding Light—CBC—Camay.
- 1.45—Pepper Young's Family—CBC—P. & G. Soap.
- 2.00—Club Matinee—CBC.
- 3.30—Our Family—Dominion War Savings.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.
- 5.00—Orphan Annie—Quaker Oats.
- 5.35—Steve the Painter—Stephens Co.
- 5.45—The News.
- 6.00—Amos 'N' Andy—Campbell Soup.
- 6.15—Light Up and Listen Club—Imp. Tobac.
- 6.30—Betty Beehive—Bee Hive.
- 6.45—Easy Aces—Anacin Co.
- 7.00—John and Judy—CBC—Ponds Cream.
- 7.30—Fibber McGee and Molly—CBC—Johnson Wax.
- 8.00—Treasure Trail—CBC—Wrigley Co.
- 9.00—CBC News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.00—Theatre Time—CBC.
- 10.30—Speaking of Books—Dr. G. G. Sedgewick—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.
- 11.30—BBC News Reel.



WEDNESDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 8.30—Woman in White—CBC—Oxydol.
- 8.45—The Right to Happiness—CBC—Crisco.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Story of Dr. Susan—CBC—Lux.
- 10.00—BBC News—CBC.
- 10.15—Neighbor John—Canada Starch.
- 11.00—The Happy Gang—CBC—Col.-Palm.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Story of Mary Marlin—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—The News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory Bar.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—The Guiding Light—CBC—Camay.
- 1.45—Pepper Young's Family—CBC—P. & G.
- 3.00—CKY Studio Strings—M.T.S.
- 3.30—Our Family—Dominion War Savings.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.
- 5.00—Orphan Annie—Quaker Oats.
- 5.35—Steve the Painter—Stephens Co.
- 5.45—The News.
- 6.00—Amos 'N' Andy—Campbell Soup.
- 6.15—Light Up and Listen Club—Imp. Tobac.
- 6.30—The Family Man—CBC—Lifebuoy Soap.
- 7.00—Big Town—Rinso.
- 7.30—True or False—J. B. Williams.
- 8.30—Canadians All—CBC.
- 9.00—CBC News—CBC.
- 10.00—Music from the Pacific—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.

THURSDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 8.30—Woman in White—CBC—Oxydol.
- 8.45—The Right to Happiness—CBC—Crisco.
- 9.00—Eddie Allen—United Radio Advtg.
- 9.15—Voice of Memory—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Story of Dr. Susan—CBC—Lux.
- 10.00—BBC News—CBC.
- 10.15—Neighbor John—Canada Starch.
- 10.30—Peggy's Point of View.
- 10.45—Voice of Inspiration—Young Church.
- 11.00—The Happy Gang—CBC—Col.-Palm.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—Story of Mary Marlin—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—The News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory Bar.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—The Guiding Light—CBC—Camay.
- 1.45—Pepper Young's Family—CBC—P. & G.
- 3.30—Our Family—Dominion War Savings.
- 3.45—Manitoba Impressions.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.
- 5.00—Orphan Annie—Quaker Oats.
- 5.35—Steve the Painter—Stephens Co.
- 5.45—The News.
- 6.00—Amos 'N' Andy—Campbell Soup.

- 6.15—Light Up and Listen Club—Imp. Tobac.
- 6.30—The Aldrich Family—CBC—General Foods.
- 7.00—Kraft Music Hall—CBC—Kraft Cheese.
- 9.00—CBC News—CBC.
- 9.30—Stag Party—CBC.
- 10.00—Drama—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.
- 11.30—BBC News Reel—CBC.

FRIDAY

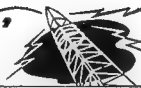
- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 8.30—Woman in White—CBC—Oxydol.
- 8.45—The Right to Happiness—CBC—Crisco.
- 9.00—Smilin' Jack—United Radio Advtg.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—The Story of Dr. Susan—CBC—Lux.
- 10.00—BBC News—CBC.
- 10.15—Neighbor John—Canada Starch.
- 11.00—The Happy Gang—CBC—Col.-Palm.
- 11.30—Shamrocks—Kenny Baker—Martin & Co.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Story of Mary Marlin—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—The News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory Bar.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—Guiding Light—CBC—Camay.
- 1.45—Pepper Young's Family—CBC—P. & G.
- 3.30—Our Family—Dominion War Savings.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.
- 5.00—Orphan Annie—Quaker Oats.
- 5.35—Steve the Painter—Stephens Co.
- 5.45—The News.
- 6.00—Amos 'N' Andy—Campbell Soup.
- 6.15—Light Up and Listen Club—Imp. Tobac.
- 6.30—Betty Beehive—Bee Hive.
- 6.45—Easy Aces—Anacin Co.
- 7.00—Waltz Time—CBC—Sterling Products.
- 7.30—Canadian Theatre of the Air—CBC—Ironized Yeast.
- 9.00—CBC News—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.

SATURDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 9.15—CBC News—CBC.
- 10.00—BBC News—CBC.
- 10.30—Peggy's Point of View.
- 11.00—Prof. V. W. Jackson—Nature Talk.
- 12.15—Greetings from Canadian Forces Overseas—CBC.
- 12.30—Pinto Pete—Dominion Fur Auction Sales.
- 12.45—The News, Messages and Weather.
- 4.15—CBC News—CBC.
- 5.45—The News.
- 6.00—Sweet and Swing—CBC—Col.-Palm.
- 6.30—Share the Wealth—CBC—Cue.
- 7.30—NBC Summer Symphony Orch.—CBC.
- 9.00—CBC News—CBC.
- 10.30—Red River Barn Dance—CBC.
- 11.30—BBC News Reel—CBC.



"Manitoba Calling"



CKX HIGHLIGHTS

Numerous programs not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY EXCEPT SUNDAYS

7.30—Musical Eye Opener
8.00—Sunrise Serenade.
9.00—Morning Bulletin Board.
10.45—CBC News—CBC.

SUNDAY

11.00—Hello Children—CBC.
11.30—Just Mary—CBC.
11.55—CBC News—CBC.
12.00—Heritage of Song—CBC.
6.00—Charlie McCarthy—CBC.

MONDAY

10.15—Neighbor John.
10.30—Our Family.
2.03—Rural Rhythm—Livestocks.
6.00—Sweet and Lovely—CBC.
6.55—Commentary—Willson Woodside—CBC.
9.30—The Enemy Within.
10.00—Light Up and Listen Club.

TUESDAY

10.15—Neighbor John.
10.30—Our Family.

11.30—Pelham Richardson Orchestra—CBC.
2.03—Rural Rhythm—Livestocks.
6.30—Vogue Ranch Frolic.
10.00—Light Up and Listen Club.

WEDNESDAY

10.15—Neighbor John.
10.30—Our Family.
7.00—Announcer's Contest.
9.30—The Enemy Within.
10.00—Light Up and Listen Club.

THURSDAY

10.15—Neighbor John.
10.30—Our Family.
2.03—Rural Rhythm—Livestocks.
8.00—B.-A. Bandwagon.
10.00—Light Up and Listen Club.

FRIDAY

10.15—Neighbor John.
10.30—Our Family.
6.30—Vogue Ranch Frolic.
9.30—The Enemy Within.
9.45—Melody Time.
10.00—Light Up and Listen Club.

SATURDAY

9.30—Radio Train.
12.00—CKX Week-end Party.

The SPOKEN WORD is the most
intimate Method of Communication

To reach your Distant Friends
use the VERBAL Medium

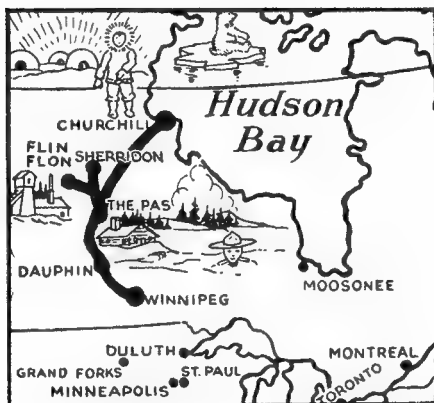
Long Distance

Rates are Lower after
7 p.m. and All Day
Sunday.

MANITOBA TELEPHONE SYSTEM

Donate to the Canadian War Services Fund

Excursion To Churchill



Leaving Winnipeg on August 15th, travellers by Canadian National Railways will stop off for an hour or two at Dauphin, named by Pierre Gaultier de le Verendrye who built a fort here and called it "Fort Dauphin" in honor of the heir to the throne of France. The excursionists will be guests of the Dauphin Board of Trade on a motor trip into the surrounding country. Saying goodbye to Dauphin at four o'clock in the afternoon, the party will proceed to Flin Flon, which will be reached at eight o'clock on the morning of August 16th. Fourteen years ago, Flin Flon was a few log shacks. Today it is a progressive town and the site of one of the most modern mining plants on the continent. Those wishing to do so, may take the 15-mile trip to Beaver Lake. Bathing suits and fishing tackle will be in order, for there is good swimming and the lakes teem with fish. In the evening, the party will be guests of the town at a dance in the Community Hall.

Flin Flon will be left at 2 a.m. on August 17th. The train arrives at Sherridon at 6.30 a.m. Here there will be much to see and do with the possibility of a visit to the mine and with fishing available. Sunday services will be held in the churches of various denominations for those wishing to attend. Leaving Sherridon at 1 p.m. on August 17th, the party will journey on to The

Pas, which will be reached at 5.30 p.m. A visit should here be made to Christ Church, in which may be seen the ancient pews, hand-hewn and carved by men of the Richardson expedition in search of Sir John Franklin. The train pulls out of The Pas at 7 p.m. the same day and arrives at Churchill at 5 p.m. on August 18th. Of the activities at Churchill and of the many interesting objects to be inspected, more will be told in future issues of "Manitoba Calling."



STAR OF "SHAMROCKS"



Kenny Baker

Now running on CKY at 11.30 on Friday mornings, is a program entitled "Shamrocks", featuring songs by the popular star of radio and screen, Kenny Baker. The series, presented by electrical transcription, will continue until the middle of July. The sponsors are Martin and Company, Easy Payments, of Winnipeg.



"Manitoba Calling"



Why I Like Manitoba

A TRIBUTE FROM JANE F. HEGARTY,
392 Bleecker Street, New York City



View of Downtown Winnipeg

Autumn has set its seal upon the city; from my window the brilliance of sun and sky shining on the Hudson dazzle my eyes, and the air is crisp and heady . . . My favorite season, subtly exciting, spiced with nostalgia. . . I walk through city streets lined with towering buildings, and into my head come vague snatches of memories and half-forgotten happiness . . . Bright cool mornings in my home town in North Dakota, and I a tow-headed child clutching new school-books, waiting for the school doors to open. . . Pale sunlight gilding wide acres of stubble. Underfoot everywhere a thick carpet of crackling leaves. The acrid tang of smoke. The strange emptiness of the September when I had my first job and didn't go back to school . . . and the thrill of new fall clothes, bought with my own money. . . Another autumn, another job, in Fargo. . . Football games, steak-frys, my first apartment, trips to the Twin Cities, and once, just before I came East four years ago, a wonderful week-end in Winnipeg. . .

Of Manitoba I know little. Topographically I found it hard to tell where North Dakota ended and Manitoba began, but it is logical to assume from

that very fact that Dakota's virtues are also Manitoba's: the climate, the spaciousness, the sunsets, the wholesome life and indomitable courage of its people.

As to Winnipeg I can speak more definitely; I saw it first about four in the morning, and fell in love at sight with Portage Avenue, broad, clean, tranquil under the slowly brightening sky. Later I was to discover the smartness of its shops and restaurants, beautiful theatres, impressive architecture, wonderful doors and facades; prosperity and progress evidenced on every hand. Throughout the city well-kept, well-planned beauty; little of shabbiness or grime. A wealth of flowers and foliage, unexpected and delightful at that time of year. Splendid public institutions, and Parliament, superb, set in cool dignity in gracious parks. The Red River—a creek down home, here a genuine river, laced with splendid bridges. And on the opposite shore St. Boniface; study in contrasts, cross-section of the Old World on the threshold of the New, its cathedral magnificent against the blue September sky. . . .

Chiefly I remember the extraordin-



THE PAS IS WITHIN EASY REACH OF TOURISTS

The Pas, "north of '53", is served by railway and airways and may be reached by a picturesque road which may take the autoist from Minnedosa through Riding Mountain National Park; from Minnedosa through Shoal Lake, Birtle, Russell and Roblin, Grandview and Gilbert Plains; or from Minnedosa east to Neepawa and thence north through Norgate, Ste. Rose and Dauphin; and from any of these routes north beside the Duck Mountain Forest Reserve to Swan River, and so again north beside the Porcupine Forest Reserve and on to Mafeking. From Mafeking the road to The Pas includes a portion through what is known as "The Bog", though the name belies the singular beauty of the country. Construction of this portion of the road is considered as having been a remarkable engineering feat, due to the nature of the ground and the peculiar difficulties with which the builders had to contend. The trip to The Pas, whether by railway, air or road, is well worth taking. The Pas has many surprises for the visitor who expects few of the amenities of civilization so far north. There is a fine electric power station, which makes this historic town up to date in every way. The tourist camp, with its comfortable cabins, its pool and its amusements for the children, is one of the many things to impress the visitor. The Pas connects by rail with busy Flin Flon, and with Manitoba's seaport, Churchill, only 510 miles distant.

any hospitality and graciousness I encountered everywhere, despite the fact that actually I know nobody in Winnipeg. In my country, bless it, we are used to efficiency, but courtesy in public places here is impersonal, disinterested. In Winnipeg—and, from what I've heard from visitors to other parts of Canada, —throughout the Dominion, efficiency is blended with a neighborly warmth that is a pleasant surprise indeed to a stranger. It seems to spring not from a sense of civic duty, but rather from genuine civic pride and honest friendli-



Scene in Kildonan Park—one of Winnipeg's many beautiful recreation grounds.

★ ★ ★

PORTAGE LA PRAIRIE

Visitors to Manitoba should not miss a call at Portage la Prairie, on Number 1 highway. Here there are fine buildings, modern stores, adequate facilities for sports of all kinds, and beautiful Crescent Lake and Island Park. The last, reached by a substantial footbridge, provides delightful shade and many interesting things to see, including a number of outdoor museum exhibits.

ness. Such a spirit cannot be TAUGHT a populace; it is ingrained in its character.

And so I like Manitoba, little as I know about it, because in the gracious, inspiring City of Winnipeg I found its personification: a tribute to its past and a bright promise of its future, in step with the times, modern as tomorrow, yet retaining all of its heritage of Western simplicity and sincerity.



SCHOOLS' ORCHESTRA CONCERT

RONALD W. GIBSON, Conductor

Keeping up a tradition which was established more than thirteen years ago by the late P. Graham Padwick, the Manitoba Schools' Orchestra held its annual Easter concert in Winnipeg, at the Civic Auditorium. The orchestra commenced broadcasting Saturday morning programs, interspersed with instructive talks by Mr. Padwick, in November, 1927.

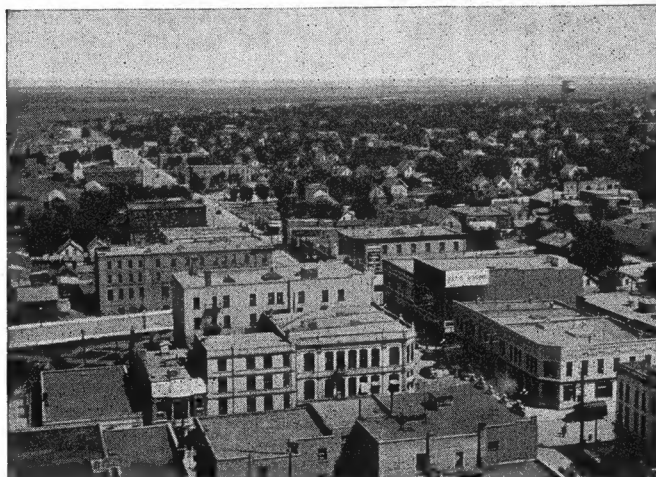
The present conductor of the orchestra, Mr. Ronald Gibson, took over its direction in the Fall of 1938, and under his able leadership children in urban and rural Manitoba have continued to find an outlet for musical expression through this radio activity.



HOW NOT TO TREAT A WIFE!

Carole Lombard and Robert Montgomery brought the rollicking screen scraps of "Mr. and Mrs. Smith" to CKY via the Columbia and CBC networks recently, in "Lux Radio Theatre's" adaptation of the current film hit. "Lux Radio Theatre" continues to maintain its high standard of radio entertainment in the hands of that veteran master of screen and radio production, Cecil B. deMille.

Brandon, The Friendly City, is the Home of CKX

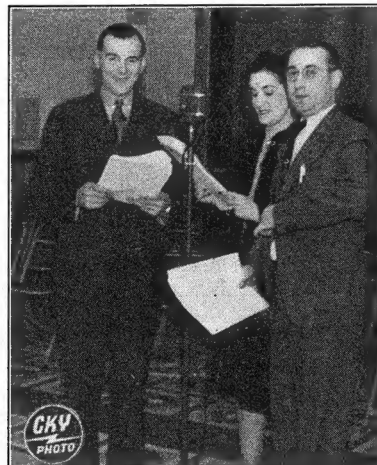


Panoramic View of Brandon

Centre of Western Manitoba. Situated on the south bank of the Assiniboine river and in the heart of the finest agricultural section in Western Canada, the city has a population of 17,715. Noted for its own scenic beauty—with its beautifully treed streets, boulevards and parks—Brandon is surrounded by rolling prairies and hills unsurpassed for their richness. To the south lie the blue hills of Brandon, and the site of the \$3,000,000 Peace Gardens at the International boundary. To the north are the valleys of the Assiniboine and Little Saskatchewan rivers, and only 67 miles away the Riding Mountain National Park.

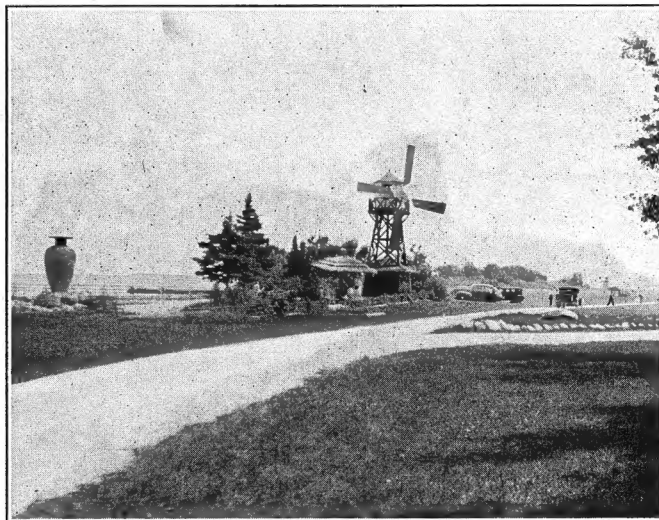
Tourist attractions abound in Brandon district. Here is located the famed Dominion Experimental Farm, with its hundreds of fertile acres covered with trees, shrubs, grains and grasses. This is the home of the two great provincial summer and winter exhibitions. A beautiful park is enclosed within the summer fair grounds, and a wild animal collection which includes buffalo, jumping deer, black bears, elk, badgers, pheasants, geese, ducks, and other water fowl provides pleasurable hours for visitors. Scenic drives within the grounds, and an outdoor swimming pool add to the worthwhile features of the exhibition park.

LAST REHEARSAL



"Woodhouse and Hawkins" and Gwen Bradshaw are here seen running over their lines for the last Winnipeg show before W. and H. left for the east, on April 21st. Tributes to Art McGregor and Frank Deaville were paid by members of the staffs of CKY, the CBC and CJRC, in a complimentary dinner at the Carlton Club on Friday, April 18th.

Sans-Souci



Where man's handiwork has improved on nature.

Mr. J. O. Callede is a sculptor. Prior to the war of 1914-'18 he practiced his art in France. His experiences during those years of stress left him physically worn but with mind and spirit unbroken. In Canada he found peace and in a hundred odd acres of land at Matlock, Manitoba, he saw a challenge and an opportunity to apply his gifts to the creation of a beauty spot wherein grown-ups and children might find enjoyment in novel — almost story-book surroundings.

Here, then, is an imposing gateway giving entrance to grounds skilfully laid out to intrigue the imagination and suggest a return to "Peter Pan" and "The Wizard of Oz" as summer reading. Here are monster mushrooms, towering above the wondering visitor; quaint carvings, rustic seats, and a windmill refreshingly picturesque in contrast with our modern stream-lined strictly utilitarian mechanism.

Down on the southern shore of Lake Winnipeg, Sans-Souci beckons the tourist with a promise of delightful surprises and a restful retreat from the cares of the work-a-day world.

BILL HAY - - AMOS 'N' ANDY

Bill Hay, veteran announcer of the "Amos 'n' Andy" program is, as you may have guessed, a Scotsman. He was born and educated in Dumfries. At the academy there he won scholarships and excelled in sports. Following some experience in a law office and in other jobs, Bill decided to develop his bass voice, so, being by this time in Chicago, he studied with Thomas McBurney. He was soon a soloist in numerous oratorios.

Fifteen years ago Bill looked in at CKY while visiting relatives in Winnipeg. Setting aside his familiar pipe for a few moments, he broadcast a greeting to our listeners. Most of the years since his radio debut have been spent as announcer for "Amos 'n' Andy". Sponsored by the makers of Campbell Soups, "Amos 'n' Andy" will commence on CKY, May 5th, at 6.00 p.m., running weekdays except Saturdays.

Prize Essay Contest

Seniors:

More than
16 years
of age



Juniors:

Up to 16
years of
age.

**"Manitoba Calling" offers prizes for essays
on the subject:**

"A Holiday in Manitoba"

The Contest is open to residents of the Province
and to visitors.

PRIZES

Senior Group: \$100 — \$50 — \$25

Junior Group: \$ 25 — \$15 — \$10

Entries may be sent in at any time up to midnight
September 30th, when the contest closes.

**SPEND YOUR VACATION THIS YEAR IN
MANITOBA — WRITE YOUR EXPERIENCES**

Entry Forms and Rules obtainable from
Public Relations Department, CKY, Winnipeg.

